GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2528
ANSWERED ON:10.03.2000
EXPORT OF INDIAN FILMS
BIR SING MAHATO;SANJAY PASWAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware that there is a big threat to Indian Cinema from the dubbed versions of Hollywood films;

(b) if so, whether the Government propose to formulate a legislation to prohibit Hollywood films from being dubbed into Indian languages;

(c) if so, the details thereof;

(d) whether there is a big demand of Indian films in the foreign market;

(e) if so, the details of foreign exchange earned and the reasons of decline in export of Indian films during the above period; and

(f) the corrective steps taken by the Government to boost the export of films and to earn more foreign exchange?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH
DEPARTMENT OF DISINVESTMENT
(SHRI ARUN JAITLEY)

(a)(b)&(c) The import of Hollywood films into the country is already restricted by the parameters defined in the import policy for films given in the Public Notice No.4(PN)/97- 02 dated 31.3.97 irrespective of their exhibition in English or dubbed versions.

The Film Federation of India (FFI)the apex body representing the film industry in India has informed that on the whole the film industry does not object to dubbed versions of Hollywood films.

(d) &(e): There is a growing demand for Indian films in the foreign market and the viewership base of the same has increased substantially. According to information received from Film Federation of India, the foreign exchange earned annually from exports of Indian films has, over the last 10 years, increased from approx. Rs. 20 crores to about Rs. 400 crores. As such there has been no decline in the export of Indian films.

(f) Consequent to conferring `industry` status on the film sector, in May 1998, the Government had requested the Ministry of Finance to allow the benefits of Section 80 HHC regarding deduction on profits from exports under the Income Tax Act to be made admissible to the exporters of entertainment software. In the Finance Bill, 1999, a new section namely Section 80 HHF was incorporated in the Income Tax Act whereby profits derived from exports of entertainment software are eligible for deduction to the extent of 100 per cent. This Section was applicable to Indian companies engaged in the business of export/transfer of film, TV films, Music, TV News software including telecast rights. This Ministry had again taken up the matter with the Ministry of Finance to extend the benefit of this Section to individual exporters as well. In the Finance Bill 2000, the benefits under this Section have been sought to be extended to individuals/proprietors who are engaged in the export of entertainment software as well.